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RURAL AREAS DEVELOPMENT

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newsletter

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RAD COMMITTEES CREATE 110,000 JOBS

Secretary of Agriculture Orville L. Freeman today called the 110,000 permanent jobs reported created in 1963 by local RAD committees "truly an outstanding achievement."

"In addition to the permanent jobs, 484,000 man-months of temporary construction work was provided by the Accelerated Public Works, rural housing, and watershed programs--all a part of RAD," the Secretary said.

Secretary Freeman said new authorities granted by Congress, particularly in the 1962 Food and Agriculture Act "enabled the Department and other Federal agencies to more effectively cooperate with the local committees that direct the RAD program."

During 1963, more than 75,000 private citizens working on 2,284 RAD committees completed 3,869 projects, ranging from recreation-for-pay to new industry, improved housing, municipal water systems and other community facilities to create the 110,000 jobs.

Here's where they scored their biggest gains:

Water Associations: About 80,000 rural people will be served by modern water systems for the first time as a result of \$25 million in loans by USDA to 152 non-profit rural water associations.

Recreation: An estimated 17,500 farmers and rural landowners received technical help from the Department in establishing recreation facilities that will bring them a new source of income. Twenty-seven rural associations and 137 individual farmers borrowed \$3.5 million from the Department to help finance these recreation ventures, while others received financial and technical help through the Cropland Conversion program.



Industrial Development: The Area Redevelopment Administration, Department of Commerce, approved \$83 million in loans and grants for 159 commercial and industrial or public facilities projects in rural areas during the first 11 months of 1963. ARA estimated more than 20,000 jobs have been, or will be, created by these funds, which are coupled with money raised by local RAD committees.



RAD CALLED VITAL FORCE IN ANTI-POVERTY DRIVE

President Johnson's war on poverty adds emphasis to the Rural Areas Development effort, Secretary Freeman said. Secretary Freeman visited with the press to report what the Department is doing to combat poverty.

"We are engaged in a two-phased drive against poverty," the Secretary said. "The first phase is the alleviation of poverty through programs that provide temporary relief, such as food distribution to the hungry and grants to make rural homes liveable during the winter.

"The second phase is to remove the causes of poverty and prevent their return by helping local people in 'pockets of need' use Federal and State resources to develop new jobs, new economic opportunity, and required public facilities."

The Secretary said 35 million Americans--one in five--exists in poverty: That is, he or she is a member of a family that has a net income of less than \$3,000 a year, or is an unattached individual earning less than \$1,500.

The Department is vitally concerned because (1) 16 million of the poverty-stricken live in rural America, and (2) because it recognizes that much of the poverty in our cities is, by and large, a product of poverty in our rural areas. Quite often the relief recipient in the city is a person who has migrated from the country in search of work.

USDA activities that help alleviate poverty in both urban and rural areas include:

Food Donation program: USDA surplus and price-supported foods last month helped ease the hunger of nearly six million needy Americans, half of whom are on public assistance rolls. These foods are provided free to families certified as needy by State and local welfare groups.

Food Stamp plan: Last December, 367,000 people participated in this pilot program in 43 areas. Under this program, needy people buy food stamp coupons that give them extra food purchasing power.

School Lunch program: About 1/10 of the 16 million school children fed through the school lunch program in 1963 received these lunches free or at reduced cost because of inability to pay. In some schools in the Appalachian area of Kentucky, up to 90 percent of the lunches are free.

Consumer Education: USDA, through the Cooperative Extension Service, carried out a well-rounded program of consumer education to help low income families make effective use of commodities received through the food distribution program and to improve home life.

Some programs, such as housing grants, are available only to rural people. USDA makes grants to needy rural families for essential housing repairs. Since July 1, nearly 1,500 families received small grants to make their substandard homes more liveable. This program is being speeded up in certain hard hit areas, such as Eastern Kentucky.

RAD STARS IN WEEKLY TV SERIES

January 21 was the premiere date for a weekly series of 10-minute television shows on RAD accomplishments in Nebraska.

The program was telecast over KOLN-TV, a commercial station at Lincoln which serves two-thirds of the State.

The first show featured a film clip on Secretary Freeman's trip to Grand Island, Nebraska, last fall and an interview with a member of the Custer County RAD committee and a dairyman who is on a newly-organized milk pick-up route which was developed by the RAD committee.

The program was produced by the KOLN-TV farm department with the help of Nebraska Extension staffers Bert Evans, P. S. Sutton, and Dwain Trenkle.

SEVEN RESOURCE CONSERVATION AND DEVELOPMENT PROJECTS ANNOUNCED

Secretary Freeman announced early this month that he had approved the applications of local sponsors for USDA help in seven new Resource Conservation and Development Projects.

The new projects, covering more than 11 million acres, are in Georgia, Oregon, South Dakota, Vermont, New Mexico, Wisconsin and in an inter-state area on the Idaho-Washington border.

"These are local projects with federal assistance and our decision to approve the applications was determined, in large part, by the readiness of local people to provide leadership and direction in the use of this new development tool," Secretary Freeman said.

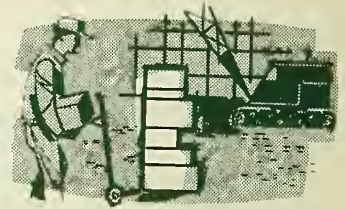
Secretary Freeman said he has directed the Soil Conservation Service to provide planning assistance to the project sponsors, using funds recently appropriated by the Congress for initial aid to 10 RC&D projects. Pending the availability of funds, the Secretary previously had authorized aid to three other projects--one each in Indiana, Pennsylvania, and Minnesota.

Secretary Freeman said that the projects are a "new approach to assisting rural communities--an extension and intensification of the Department's Rural Areas Development effort in pilot counties where local leaders have requested this special help."

HALE COUNTY, ALABAMA, REVERSES TREND: COMPILES IMPRESSIVE RECORD

It took years of hard work, but folks in Hale County, Alabama, tackled their problems one at a time and compiled an impressive score. The record--166 new agricultural jobs; 282 indirect new jobs in related and service businesses; promotion of a local tourist attraction; a 56-acre industrial park bounded by a navigable river, a railroad and a U.S. highway; a new sportswear industry; a new asphalt plant, and expansion of other businesses.

Back in September, 1952, the Moundville Industrial Committee took on its first project--reviving "The Moundville News." The committee felt a vital paper, active in community affairs, was the first step in breathing new life into the area. The Committee also realized the potentials of an industrial park and purchased 56 acres ideally suited for development.



When Congress passed the Area Redevelopment Act, the Hale County Rad Committee helped sponsor a \$400,000 revenue bond issue to build an asphalt plant in the park. The committee also borrowed \$68,000 from the Area Redevelopment Administration (ARA) to run water and gas lines into the industrial area. The new asphalt plant means 46 new full-time jobs.

Another \$231,470 ARA loan enabled the local Greensboro Packing plant to expand and modernize its operations, thereby saving 15 jobs and creating 25 new ones and at the same time providing an expanded livestock outlet for area farmers.

The Greensboro Manufacturing Company, a new company making women's and children's sportswear, was organized and operated by local people. The Greensboro Merchants Bureau raised \$35,000 by selling stock to local people and the plant got underway in December, 1962. In less than six months, employment increased from 50 to 76 with an annual payroll of \$200,000. The factory is in a formerly vacant second floor of an old hotel building.

Local people also improved community water and sewage systems in Hale County, raising almost two-thirds of the needed money. The Public Health Service and the Community Facilities Administration granted the other third (\$122,000) out of Accelerated Public Works funds. In addition to the improved public facilities, these projects created more than 300 man-months of temporary construction employment.

TWO NEW MEMBERS NAMED TO RURAL AREAS DEVELOPMENT ADVISORY COMMITTEE

J. Orrin Shipe, Madison, Wisconsin, and B.C. Webb, Greensboro, North Carolina were appointed new members of the Rural Areas Development Advisory Committee in mid-January.

Mr. Shipe is a managing director of Credit Union National Association (CUNA) and its affiliate, CUNA Supply Cooperative and the international credit union movement's chief executive. The movement embraces 29,000 credit unions serving 17 million members, many of them in rural areas.

Dr. Webb, Dean of the School of Agriculture of the Agricultural and Technical College of North Carolina, received his Ph.D. Degree in Agronomy from Michigan State University in 1952. He grew up in rural Guilford County, North Carolina and was appointed Dean of the School of Agriculture in 1961.